

What is Claimed is:

1. A method of applying a pressure sensitive adhesive to a substrate; the method comprising:
 - 5 providing a substrate;
 - applying a latent, over-tackified, adhesive to the substrate; and
 - applying a plasticizing agent to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive.
- 10 2. The method of claim 1 wherein applying the plasticizing agent occurs subsequent to applying the latent, over-tackified, adhesive.
- 15 3. The method of claim 2 wherein the plasticizing agent is applied in selective regions to the latent, over-tackified, adhesive disposed on the substrate.
4. The method of claim 1 wherein the latent, over-tackified, adhesive and the plasticizing agent are simultaneously applied to the substrate.
- 20 5. The method of claim 4 wherein the plasticizing agent is a solid.
6. The method of claim 5 wherein heat is applied to the plasticizing agent to cause it to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive.
- 25 7. The method of claim 6 wherein heat is applied in selective regions to the plasticizing agent and latent, over-tackified, adhesive disposed on the substrate.
8. The method of claim 1 wherein the plasticizing agent is non-volatile.
- 30 9. The method of claim 1 wherein the plasticizing agent is non-reactive.

20 B 10. The method of claim 1 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic, poly(alpha-olefin), or silicone.

- 5 11. A method of adhering substrates together; the method comprising:
providing a first substrate;
applying a latent, over-tackified, adhesive to the first substrate;
and
applying a plasticizing agent to activate the latent, over-tackified,
10 adhesive to form a pressure sensitive adhesive; and
applying a second substrate to contact the pressure sensitive adhesive disposed on the first substrate.
12. The method of claim 11 wherein applying the plasticizing agent occurs
15 subsequent to applying the latent, over-tackified, adhesive.
13. The method of claim 12 wherein the plasticizing agent is applied in
selective regions to the latent, over-tackified, adhesive disposed on the
substrate.
- 20 14. The method of claim 11 wherein the plasticizing agent is non-volatile.
15. The method of claim 11 wherein the plasticizing agent is non-reactive.

25 B 16. 16. The method of claim 11 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic, poly(alpha-olefin), or silicone.

- 30 17. An adhesive article prepared by the method of claim 1.
18. The adhesive article of claim 17 which is in the form of a tape.